

<i>SERFF Tracking Number:</i>	<i>MUTM-127128892</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>48517</i>
<i>Company Tracking Number:</i>	<i>JAMIE LUCY</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - GC614_0311</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/GC614_0311</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127128892 State: Arkansas
GC614_0311

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-Closed

State Tr Num: 48517

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Jamie Lucy

Disposition Date: 04/25/2011

Date Submitted: 04/18/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: GC614_0311

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 04/25/2011

State Status Changed: 04/25/2011

Created By: Jamie Lucy

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

NAIC# 261-69868

FEIN# 47-0322111

United of Omaha Life Insurance Company

Long-Term Care Advertising

Print Ad: GC614_0311

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

SERFF Tracking Number: MUTM-127128892 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 48517
Company Tracking Number: JAMIE LUCY
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - GC614_0311
Project Name/Number: Long Term Care Advertising/GC614_0311

This advertisement can be used in a variety of formats including, but not limited to a flyer, poster, table top ad, mailer, postcard, newspaper, brochure or electronic. It may be printed in color or black and white and the size may vary based on its use. Any change in size will not affect the content of this advertisement or conformity with applicable regulatory requirements.

This advertisement is a marketing piece that will be presented to a business owner/employer of a company/business to see if they are interested in endorsing United of Omaha. It is meant to be a piece to show the business owner/employer of a company/business the value of Long-Term Care insurance that could be offered to their employees and is not meant to educate them on the product, the agents will do that when they meet with the individual employees. The Long-Term Care product that will be offered to their employees is an individual product and not a group product.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

jl

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Mutual of Omaha 402-351-2476 [Phone]

Mutual of Omaha Plaza 402-351-5298 [FAX]

Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868

State of Domicile: Nebraska

Mutual of Omaha Plaza Group Code: 261

Company Type: Life Insurance

SERFF Tracking Number: MUTM-127128892 State: Arkansas
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Product Name: Long Term Care Advertising - GC614_0311
Project Name/Number: Long Term Care Advertising/GC614_0311
Omaha, NE 68175 Group Name: State ID Number:
(402) 351-6910 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	04/18/2011	46677791

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/25/2011	04/25/2011

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Disposition

Disposition Date: 04/25/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>MUTM-127128892</i>	<i>State:</i>	<i>Arkansas</i>
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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Memorandum of Variability	Filed-Closed	Yes
Form	Print Ad	Filed-Closed	Yes

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Form Schedule

Lead Form Number: GC614_0311

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/25/2011	GC614_0311	Advertising	Print Ad	Initial		0.000	GC614_0311.pdf

We're pleased to announce...



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**

A MUTUAL of OMAHA COMPANY

There will soon be something new in your employee benefits program – long-term care insurance through United of Omaha Life Insurance Company, a Mutual of Omaha company.

This important coverage can serve your family's well-being by helping protect your savings and retirement assets from the cost of long-term care services. Long-term care insurance helps you maintain your choice in care services and your independence should you some day need long-term care as a result of injury, illness or due to aging.



In the coming weeks, watch for more information about this important new benefit – and how you and your eligible family members can apply for coverage at reduced rates.

If you have any questions, please contact:

[Agent Name]

[Agent Phone Number]

[Agent E-mail]

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, a Mutual of Omaha company, Mutual of Omaha Plaza, Omaha, NE 68175. [1-800-775-6000]

Policy forms: LTC09U-5ML, LTC09U-10ML (or state equivalent). In ID: LTC09U-5ML-ID, LTC09U-10ML-ID. In NC: LTC09U-5ML-NC, LTC09U-10ML-NC. In OK: LTC09U-5ML-OK, LTC09U-10ML-OK. In OR: LTC09U-5ML-OR, LTC09U-10ML-OR. In PA: LTC09U-5ML-PA, LTC09U-10ML-PA. In WA: LTC09U-5ML-WA, LTC09U-10ML-WA. This is a solicitation of insurance. For costs and further details of the coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent or write to the company. You may be contacted by telephone by an insurance agent (in WA: producer).

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Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	Memorandum of Variability	Filed-Closed	04/25/2011
Comments:			
Attachment:			
VM-GC614_0311.pdf			

VARIABLE MATERIAL FOR ADVERTISING FORM

Form Number: GC614_0311

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section

Disclosure, [1-800-775-6000]

Explanation

This is variable just in case the phone number may change in the future.